



2015 Annual Membership Assembly



#EngagedGiving



@AmerCharities



Communicating Impact: From the Data to the Messages

Panelists

Anthony Shop, Social Driver – @SocialDriver
Christopher Brooks, Share Our Strength – @NoKidHungry
Steffan DeClue, Human Rights Campaign – @HRC

Moderator

Perla Ni, GreatNonprofits – @GreatNonprofits

#EngagedGiving



@AmerCharities

COMMUNICATING IMPACT: FROM THE DATA TO THE MESSAGES

Donors make giving decisions with **VERY LITTLE DATA**



Perla Ni
GREAT NONPROFITS

- Donors need to SEE STORIES
- SEE DATA

Measuring SUCCESS

COMPARE to BASELINE

IDENTIFY People who matter and try to make an IMPACT

- Will grow other social media metrics

Challenges with STORYTELLING:

Collecting DATA

Having the CAPACITY in a non-profit

Getting the RIGHT DATA

Need to fit with CONVERSATIONS audience is ALREADY HAVING

- 80% is responding
- 20% is planned

Having too many GOOD STORIES!

Strangers' reviews can matter...

For CONVERSION...

People listen to who they know ... friends or people who feel like friends

America's Charities



Anthony Shop
SOCIAL DRINER

Example: The Dress

GOLD?
BLUE?
BLACK?

- Everyone wanted to jump in

Successful CONNECTIONS

- When we leverage social media
- Shared media → Owned media

Be part of the CONVERGENCE

Get them to share our message

People writing their own self-auto biographies ONLINE

Make it VISUAL

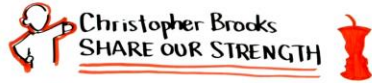
- Videos ie Vine



* Be a character in the autobiography they're writing

Engage USERS

- Quizzes
- Data they can manipulate to draw conclusions



Christopher Brooks
SHARE OUR STRENGTH

Capture the Story of how we're helping KIDS

Craft the narrative & message

Show the IMPACT at...

30,000 feet • Record number of meals served in Alabama

3 feet • The need for 1 child and impact of 1 donor

- * Some want more DATA
- ... Some want LESS
- Tailor your message



Steffan DeClue
HUMAN RIGHTS CAMPAIGN

1.5 MILLION MEMBERS

Campaign in MISSISSIPPI

• Trying to influence opinion

Who are our friends? (How do we get more?)

Online Ads

Direct Mail

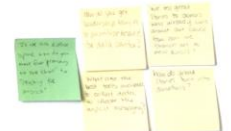
Door Knocking

Personal stories

Lots of DATA

- Segment data
- Show how we influence
- Helps us apply for grants

SHARE A COMMENT OR IDEA



Member Assembly • May 14, 2015



Communicating Impact: From the Data to the Messages

Perla Ni
Co-Founder and CEO
GreatNonprofits
@GreatNonprofits



#EngagedGiving



@AmerCharities

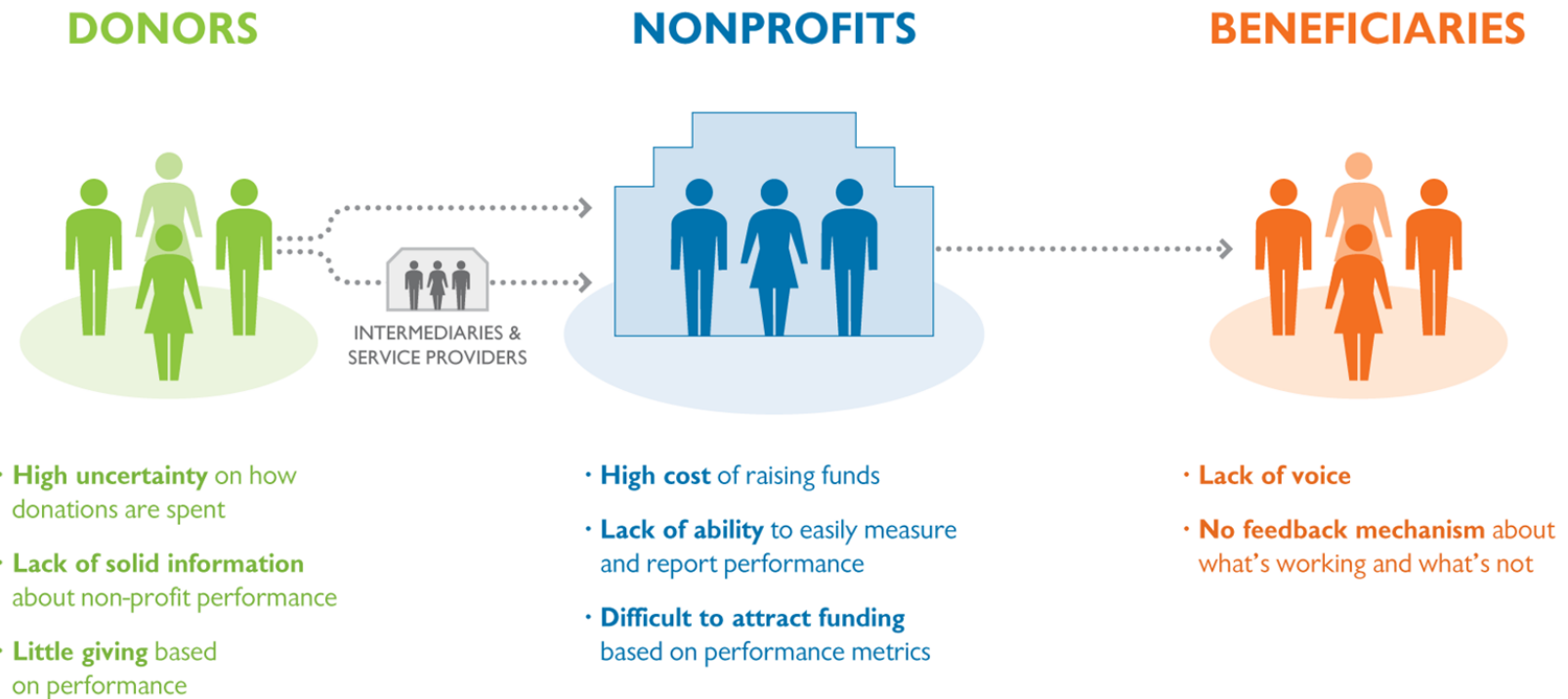


GreatNonprofits
REVIEWS THAT **MAKE A DIFFERENCE**

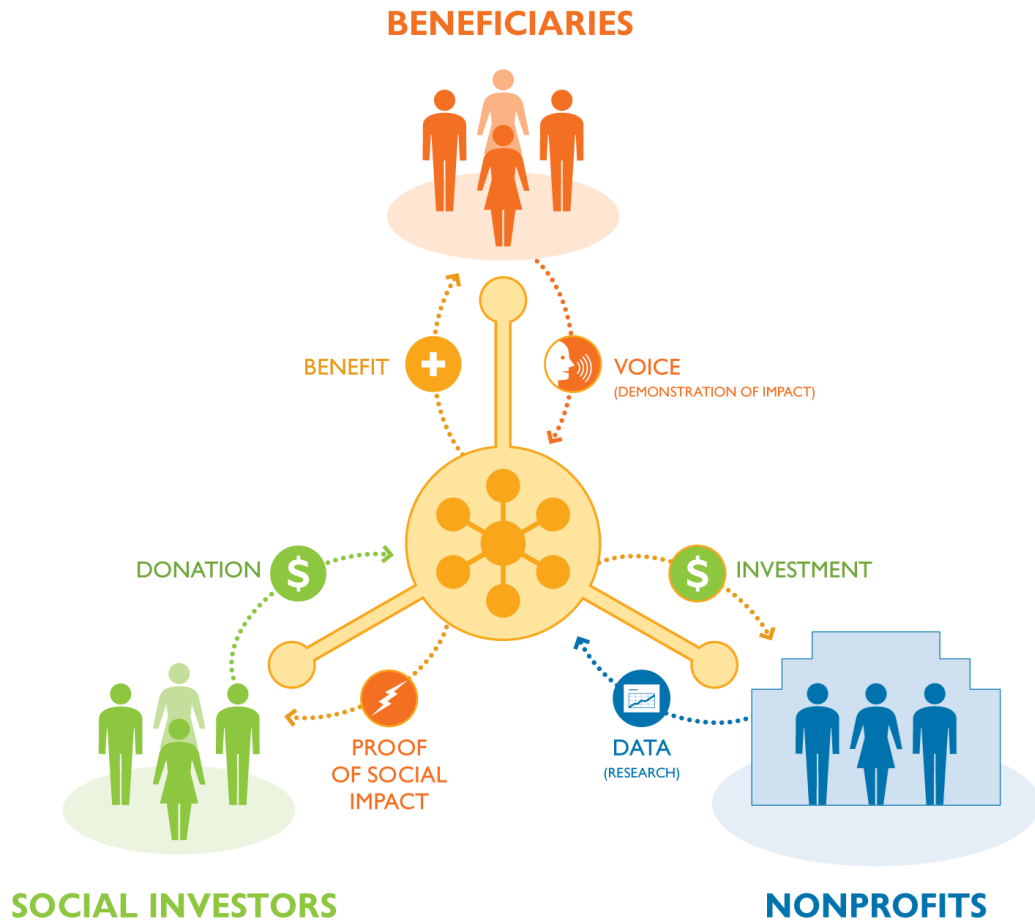
GreatNonprofits

America's Charities Member Assembly

Market Need: Lack of Compelling On-the-Ground Information



Opportunity: Social Platform Surfaces Community-Sourced Feedback



A Citizen Feedback Tool for Nonprofits

The screenshot displays the GreatNonprofits website interface. At the top, there is a navigation bar with the GreatNonprofits logo (a star icon) and the tagline "REVIEWS THAT MAKE A DIFFERENCE". The navigation bar includes search fields for "Find a nonprofit or charity" and "Near a city or state", along with "Sign Up" and "Log In" buttons. Below the navigation bar, there are several sections:

- Nearby Cities:** A list of cities including San Francisco, Oakland, Alameda, Berkeley, and Richmond.
- Filter By Issue:** A list of issues including Animals, Anti-Fracking, Arts & Culture, Breast Cancer, Bullying, Cancer, Children & Youth, Civil Rights, Climate Change, Crime & Law, Disabilities, Disaster Aid, Economic Development, Education, Environment, Food, and Health.
- Main Content Area:**
 - A teal banner with the text: "GreatNonprofits is the best way to find great local nonprofits. Volunteers and donors use GreatNonprofits to search for ratings and reviews of nonprofits in their town."
 - A section titled "Find Nonprofits in San Francisco" containing two nonprofit listings:
 - ORAM - ORGANIZATION FOR REFUGEE ASYLUM & MIGRATION:** Located in San Francisco, CA, with 11 reviews and an average rating of 4.5 stars. A review by user "Imorvilloloue" describes a "Luxury diamond butterfly brooch Swarovski Elements essential gif - \$130.00" purchased from "swarovskigift, swarovski.dunjakkemoncleroutlet.com" in "language: ... more >".
 - JustGive:** Located in San Francisco, CA, with 90 reviews and a "TOP-RATED 2013" badge. A review by user "Myron L." describes a gift card that was sent out by e-mail but has not been received after three days.
- Right Sidebar:**
 - A section titled "Are you a nonprofit?" with a recycling icon and the text: "Get visibility and free tools for your nonprofit today!" and a "Learn More" button.
 - A logo for "40 SHARE! years of global exchange" with a house icon.
 - A section titled "Open your heart and home. Host an exchange student!" with the website "www.erdshare.org".
 - A section titled "Get Our Latest News" with an email input field and a "Submit" button.



The Rising Tide of Expectations

- The call for more accountability, transparency and demonstrated impact
- Community feedback combined with data provides a compelling lens

“...GreatNonprofits changed my mind about nonprofit organizations....Not all nonprofits are out there just for the numbers.”





Communicating Impact: From the Data to the Messages

Anthony Shop
Co-Founder and Chief Strategy Officer
Social Driver
@SocialDriver



#EngagedGiving



@AmerCharities

Communicating Impact: From the Data to the Messages

Anthony Shop

Co-Founder + Chief Strategy
Officer

anthony@socialdriver.com

[@afshop](#) [@socialdriver](#)



SOCIALDRIVER[®]



Denny's @DennysDiner

stops furiously scribbling amidst dozens of coffee cups

there is no dress. it is not the dress that changes colors, it is only yourself.

RETWEETS 2,136 FAVORITES 2,090

7:45 PM - 26 Feb 2015

JCPenney @jcpenney

So. Many. Colors. #TheDress "@StephNLieb: I just scored six great dresses on sale @jcpenney"



Oreo Cookie @Oreo

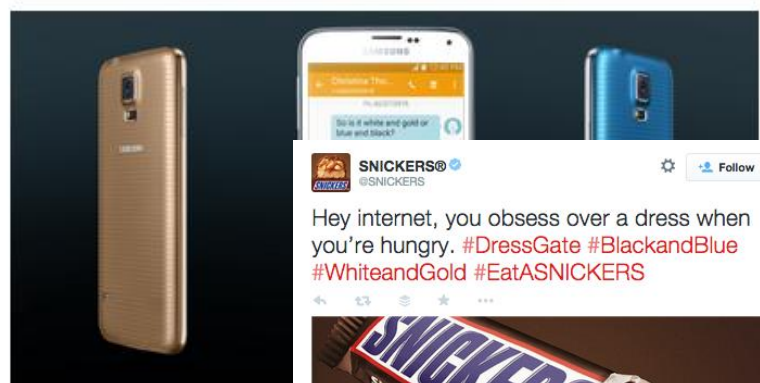
Fashionably late? #TheDress

RETWEETS 1,686 FAVORITES 2,338

10:56 AM - 27 Feb 2015

Samsung Mobile @SamsungMobile

Blue. Black. White. Gold. We see them all. #GalaxyS5 #TheDress



RETWEETS 585 FAVORITES 832

LEGO @LEGO_Group

#whiteandgold or #blackandblue? We found a way around science- you can have both #TheDress #dressgate



RETWEETS 3,674 FAVORITES 2,929

7:30 AM - 27 Feb 2015

SNICKERS @SNICKERS

Hey internet, you obsess over a dress when you're hungry. #DressGate #BlackandBlue #WhiteandGold #EatASNICKERS



RETWEETS 81 FAVORITES 89

10:57 AM - 27 Feb 2015

Xbox @Xbox

do you think this is #whiteandgold



TWEETS 809 FAVORITES 8,668

8:24 PM - 26 Feb 2015

Amazon @amazon

#TeamBlue amazon.com/gp/aw/d/B00MVR



McDo Philippines @McDo_PH

No confusion here. We're pretty sure this one's white and gold. #TheDress



RETWEETS 1,155 FAVORITES 1,595

4:26 AM - 27 Feb 2015



RETWEETS 105 FAVORITES 75

8:00 AM - 27 Feb 2015



TheSalvationArmySA

@SalvationArmySA



Follow

Why is it so hard to see black and blue? One in 6 women are victims of abuse.

[#StopAbuseAgainstWomen](#)



RETWEETS

17,155

FAVORITES

8,285



4:08 AM - 6 Mar 2015

why #thedress?

it's all about **you**

1

Leverage Converging Media

2

Drive Results with Visuals

3

Give Users Control

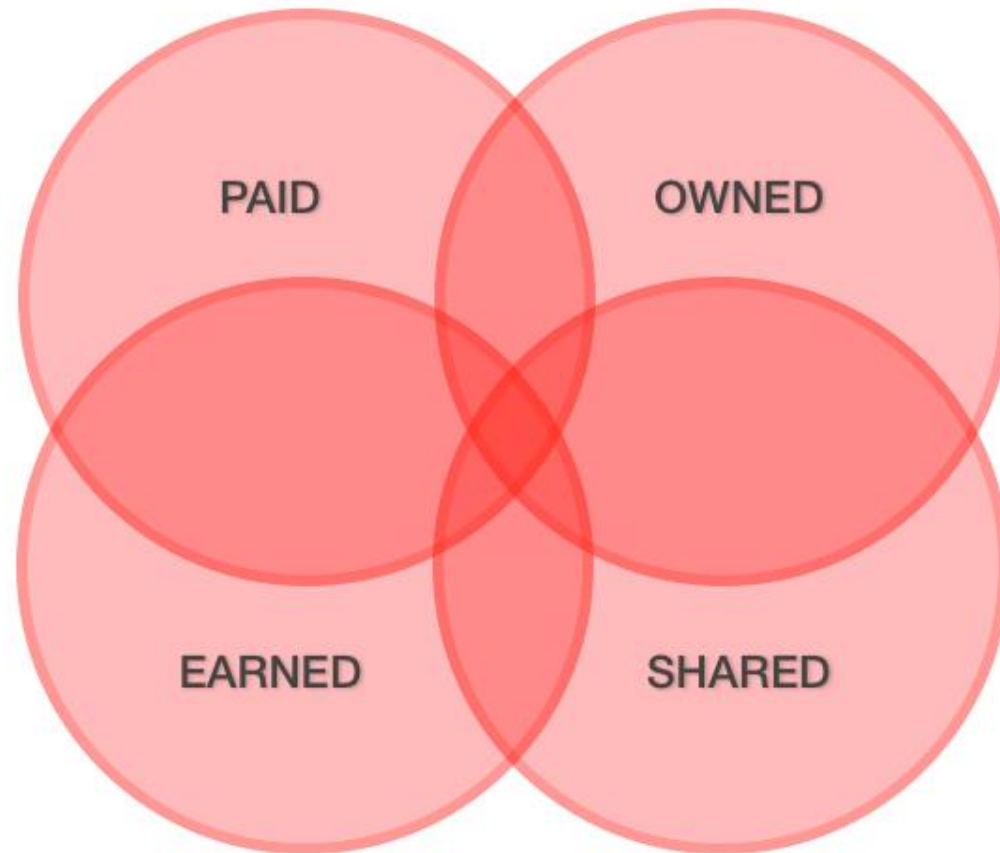




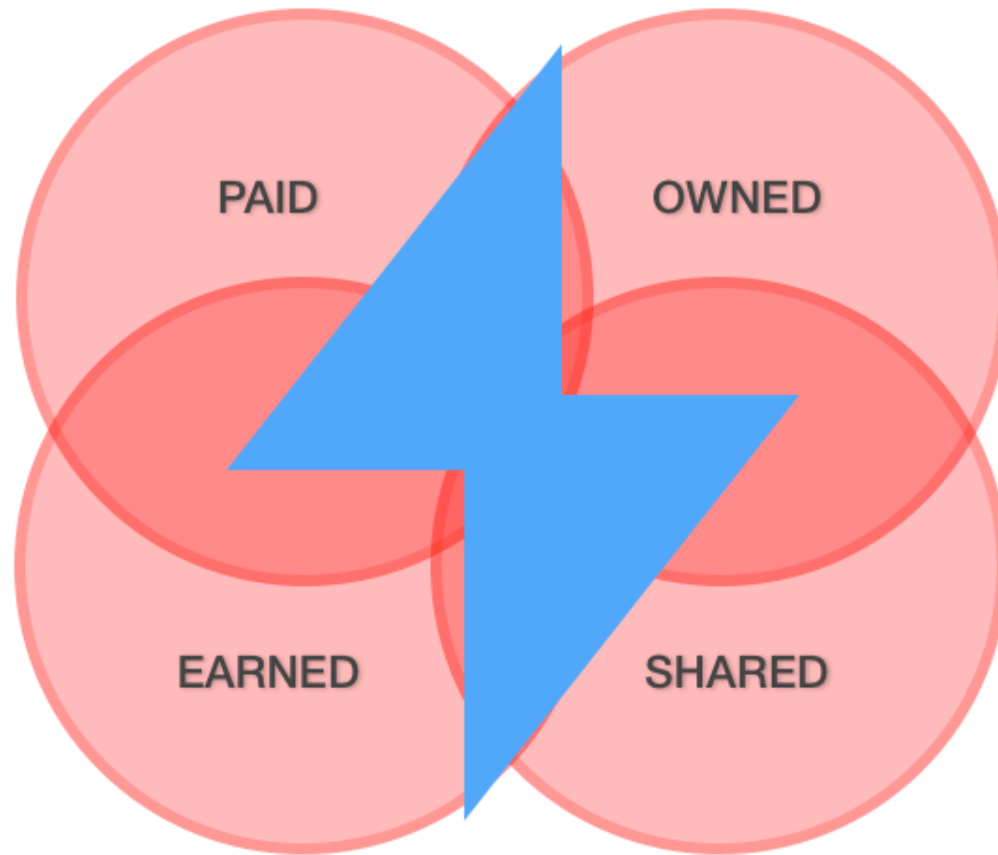
Leverage Converging Media



Converging Media



Converging Media





[HOME](#) » [NEWS](#) » [STEMBEATS](#) » TOP 5 U.S. CITIES FOR ADVANCED MANUFACTURING

Top 5 U.S. Cities for Advanced Manufacturing

October 9, 2014

For at least 20 years, many Americans all but wrote off manufacturing as of factory jobs simply evaporated or went overseas. It's time to think again. Advanced manufacturing has come roaring back to life in many places, often in the nation's hardest-hit industrial towns. Many advanced manufacturing jobs don't require a four-year college degree, so you can start working and earning just a year or two after high school. But make no mistake: this *is not* low-skilled work. Most of the fastest-growing jobs in the sector -- like computer-controlled machine operation or repair of high-tech industrial equipment-- require strong math, science, and technology skills.



CHANGE THE EQUATION

@changeequation



Follow

Advanced manufacturing is a HOT #STEM field! Check out the top five cities for it here: bit.ly/1sO0k4E



Top 5 U.S. Cities for Advanced Manufacturing

For at least 20 years, many Americans all but wrote off manufacturing as of factory jobs simply evaporated or went overseas. It's time to think again. Advanced manufacturing has come roaring back to...

[View on web](#)

RETWEETS FAVORITE

3

1





Fab Lab Tulsa

@fablabtulsa



Follow

Tulsa named Top 5 city 4 Adv Mfg by DC based @changeequation! @tulsaworld @tulsatech @tulsacc #OkMfgAlliance



RETWEETS 5 FAVORITES 5



8:25 AM - 22 Oct 2014



TulsaRegionalChamber

@TulsaChamber



Follow

Go, Tulsa! @changeequation has ranked it as a top 5 city for #AdvancedManufacturing: bit.ly/1uA8udp



RETWEET 1 FAVORITES 3



11:24 AM - 21 Oct 2014



Tulsa manufacturing: Top grade

Study names Tulsa in top 5 cities for advanced manufacturing

■ Industry group rates job growth in 100 cities

Story Comments (1)

Print Font Size

Tweet

Posted: Wednesday, October 22, 2014 12:00 am | Updated: 1:56 pm, Wed Oct 22, 2014.



By CASEY SMITH World Business Writer |
1 comment

Tulsa is building itself a top-5 reputation for making complicated things.

Job growth in Tulsa's advanced manufacturing sector has been significant enough in recent years to land the metro a spot on a list naming top cities for the industry nationwide.

Fiber Pad, Inc. Thermoformer operator Randall Moore makes a plastic component that goes into airplanes that the company manufactures in Tulsa in summer 2014. STEPHEN PINGRY/Tulsa World

D.C.-based nonprofit Change the Equation recently issued a list ranking the [top 5 U.S. cities for advanced manufacturing](#), and Tulsa came in at No. 5.



CHANGE THE EQUATION

@changeequation



Follow

Advanced manufacturing is hot in [#Tulsa](#). Learn where else it's hot from this piece in [@tulsaworld](#): bit.ly/1uEX3kJ [#STEM](#)



FAVORITE

1



4:01 PM - 22 Oct 2014



2

Drive Results with Visuals



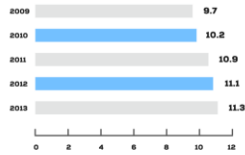
TRADE CREATES JOBS



1 in 5 U.S. jobs depend on Trade.

Source: Business Roundtable "How the US Economy Benefits from International Trade and Investment" Page 2

MILLIONS OF JOBS SUPPORTED BY EXPORTS



Exports of goods and services supported **11.3 million jobs** in 2012, an increase of **1.6 million** since 2009.

In 2013, every billion dollars of U.S. exports supported nearly **5,600 jobs**.

Source: U.S. Department of Commerce "Trade Overview 2013" Page 3

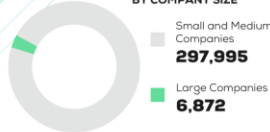
TRADE GIVES

SMALL BUSINESSES ACCESS

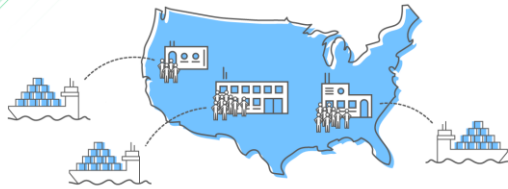
TO THE WORLD'S

CONSUMERS

2012 COMPANY EXPORTERS, BY COMPANY SIZE



98% of U.S. exporters are small and medium sized companies.



NEARLY, 305,000 U.S. COMPANIES exported goods in 2012, **a record high**.

Small and medium sized company exporters accounted for **98% of exports**.

Source: U.S. Department of Commerce "US Trade Overview" Page 3

TRADE CREATES JOBS



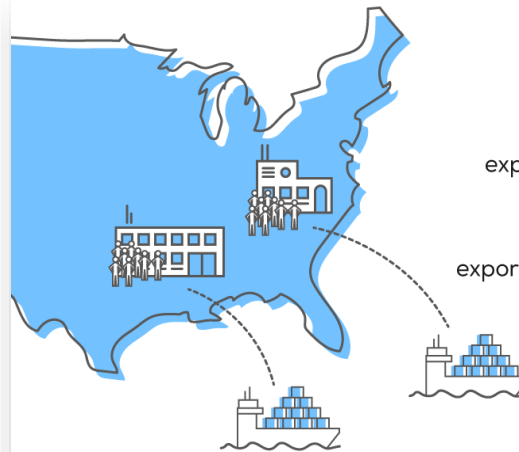
1 in 5 U.S. jobs depend on Trade.

Source: Business Roundtable "How the US Economy Benefits from International Trade and Investment" Page 2

U.S. TRADE
related employment grew



faster than total employment.



NEARLY, 305,000 U.S. COMPANIES

exported goods in 2012, **a record high**.

Small and medium sized company exporters accounted for **98% of exports**.

Source: U.S. Department of Commerce "US Trade Overview" Page 3





CHANGE THE EQUATION

@changeequation

Only 31% of HS seniors who take the ACT are ready for college-level **#science**.
bit.ly/1kfrgYR **#STEMtistics** ow.ly/i/6mGTA

↩ Reply ⚡ Delete ⭐ Favorite ⋮ More

MEETING THE ACT BENCHMARK

Only **31 percent** of high school seniors who took the ACT demonstrated that they were ready for college-level science.

CHANGE THE EQUATION STEMtistics

[View on web](#)

RETWEETS

92

FAVORITES

4



11:02 AM - 29 Jul 2014

[Flag media](#)



3

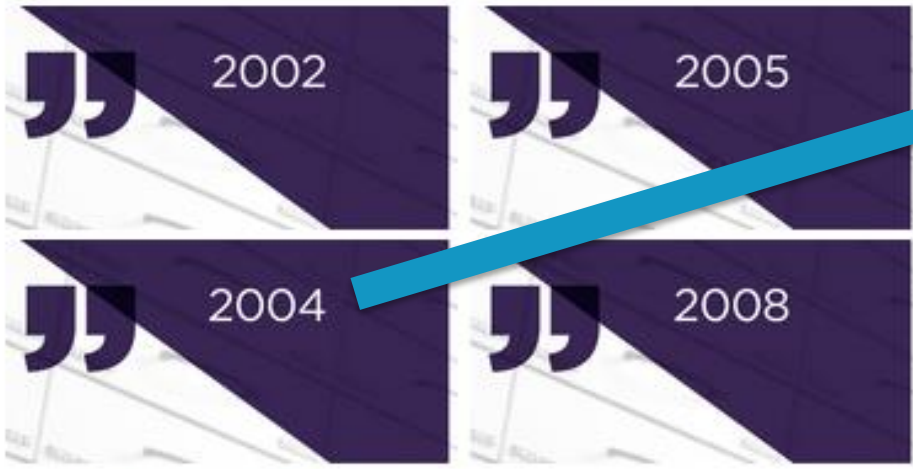
Give Users Control



#CSCQuiz while we wait...When did George W. Bush est. the Office of the National Coordinator of #HealthIT? #HIMSS15

📍 Washington, DC

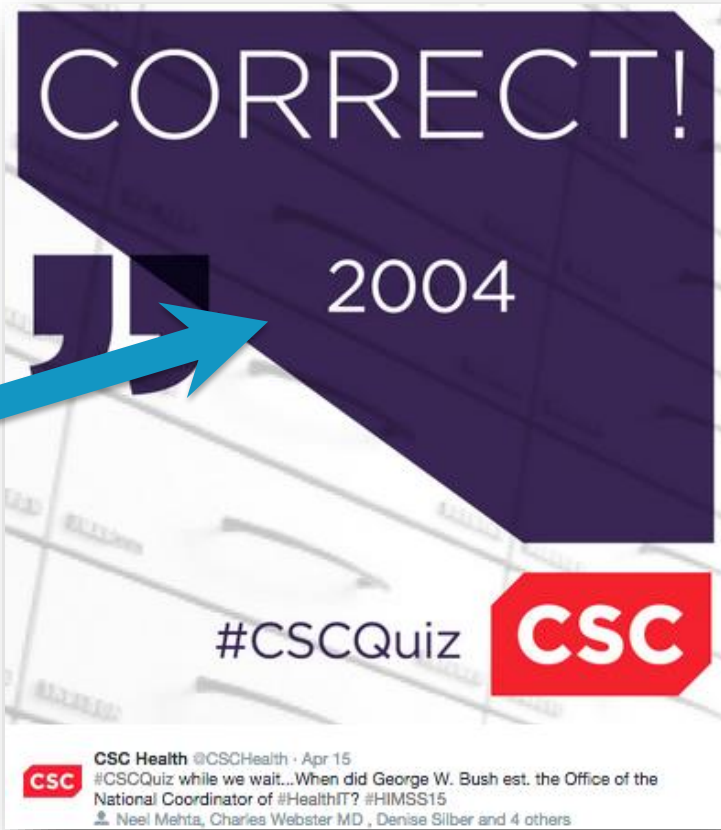
👤 Neel Mehta, Charles Webster MD, Denise Silber and 4 others



RETWEETS 5 FAVORITE 1



6:25 PM - 15 Apr 2015



CSC CSC Health @CSCHealth · Apr 15
#CSCQuiz while we wait...When did George W. Bush est. the Office of the National Coordinator of #HealthIT? #HIMSS15
👤 Neel Mehta, Charles Webster MD, Denise Silber and 4 others





CONTACT

District of Columbia Office of the
State Superintendent of Education



SCHOOL PROFILES -

CLASSROOMS -

EARLY CHILDHOOD -

CHILD CARE FINDER

FIND A SCHOOL

DC REPORT CARD

ABOUT THIS INFO

BENJAMIN BANNEKER HIGH SCHOOL

OVERVIEW

REPORT CARD

PROFILE

EQUITY REPORT

SCHOOL
CLASSIFICATION



DC CAS

99%

98%



1

Leverage Converging Media

2

Drive Results with Visuals

3

Give Users Control





Communicating Impact: From the Data to the Messages

Christopher Brooks
Manager of Individual Giving
Share Our Strength
@NoKidHungry



#EngagedGiving



@AmerCharities



Communicating Share Our Strength's Impact



About Share Our Strength and No Kid Hungry



- Share Our Strength was founded in 1984
- The No Kid Hungry campaign was launched in 2010, focused on ending childhood hunger in America.
- We are not a direct service organization.
- We work to end childhood hunger with:
 - Advocacy
 - Awareness
 - Connecting kids to effective nutrition programs like school breakfast and summer meals.

How do we communicate impact?



Simple! It takes a village

- Identify the needs – Communications and Development
- Gather and analyze data – Finance and Program
- Collect stories – Program and Communications
- Develop a narrative – Communications and Development
- Craft the message – Communications and Development
- Deliver the message – Communications and Development

We tell the impact at 30,000 feet...



1.6 MILLION
MORE MEALS
IN ARKANSAS!

LARGEST INCREASE
IN SUMMER MEALS
IN THE COUNTRY




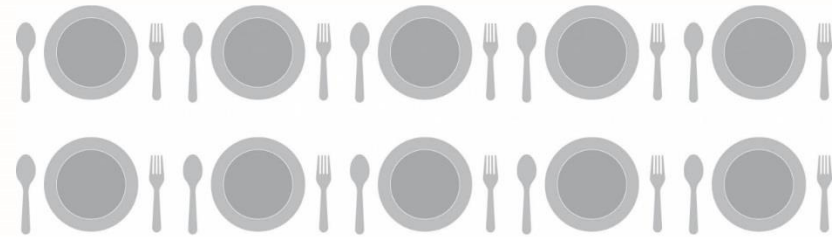
#NOKIDHUNGRY

Since the campaign's launch,
No Kid Hungry and our partners
have connected kids struggling
with hunger with more than

345
MILLION
ADDITIONAL
MEALS



...and at 3 feet

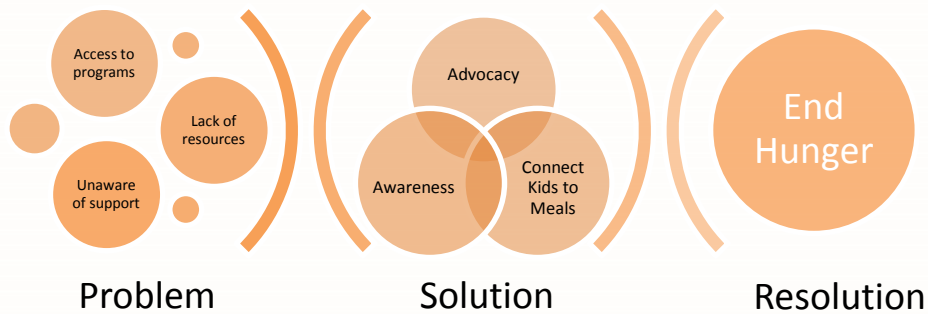


\$1 CAN FEED A CHILD IN
NEED **10 HEALTHY MEALS**

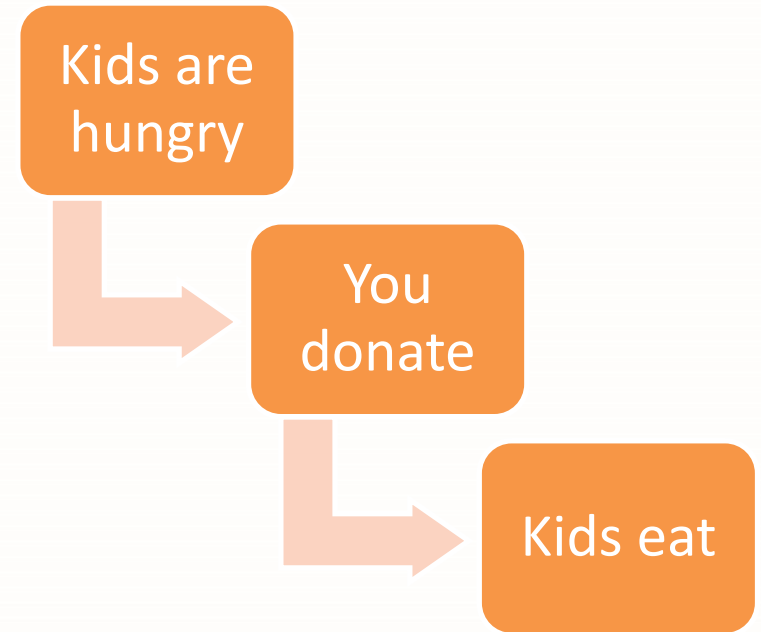


And we pay attention to our audience

Explanation 1



Explanation 2





Communicating Impact: From the Data to the Messages

Steffan DeClue
Grant Officer
Human Rights Campaign
@HRC



#EngagedGiving



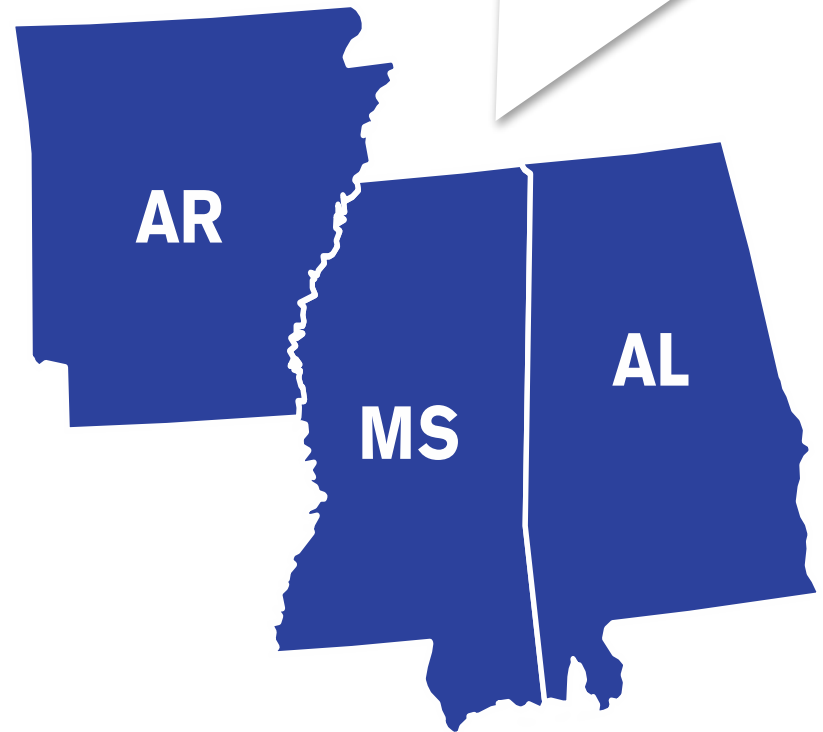
@AmerCharities



COMMUNICATING IMPACT: From The Data To The Messages

Steffan DeClue | Associate Director, Foundation Relations

- Lack of significant statewide infrastructure or investment by broader LGBT movement organizations/funders
- Few or no statewide or municipal legal protections
- Public perception of the “most difficult” states (conservative, rural, etc.)



MEMBER & SUPPORTER DATA

HUMAN RIGHTS CAMPAIGN

ARKANSAS



HUMAN
RIGHTS
CAMPAIGN®

HUMAN RIGHTS CAMPAIGN

ALABAMA



HUMAN
RIGHTS
CAMPAIGN®

HUMAN RIGHTS CAMPAIGN

MISSISSIPPI



HUMAN
RIGHTS
CAMPAIGN®

PROJECT ONE 
AMERICA HUMAN
RIGHTS
CAMPAIGN

RUNNING TOTALS BY STATE

0-24mo Members											
State	1yr Goal	3yr Goal	5yr Goal	3/3/2014	4/1/2014	5/6/2014	6/2/2014	7/2/2014	8/1/2014	9/1/2014	10/1/2014
AL	1,839	3,344	5,016	1,672	1,888	1,898	1,913	1,908	2,001	2,026	2,057
AR	1,588	2,888	4,332	1,444	1,675	1,667	1,681	1,708	1,851	1,854	1,869
MS	781	1,420	2,130	710	810	833	848	857	860	886	893
0-24mo Supporters											
State	1yr Goal	3yr Goal	5yr Goal	3/3/2014	4/1/2014	5/6/2014	6/2/2014	7/2/2014	8/1/2014	9/1/2014	10/1/2014
AL	12,550	16,734	25,101	8,367	8,583						29
AR	11,547	15,396	23,094	7,698	9,378						87
MS	5,441	7,254	10,881	3,627	4,711						70
Total Members + Supporters											
State	1yr Goal	3yr Goal	5yr Goal	3/3/2014	4/1/2014	5/6/2014	6/2/2014	7/2/2014	8/1/2014	9/1/2014	10/1/2014
AL				10,039	10,471	10,736	10,759	10,766	10,861	10,912	11,014
AR				9,142	11,053	11,361	11,368	11,415	11,706	11,708	11,766
MS				4,337	5,521	5,560	5,451	5,394	5,723	5,998	6,363

39,820

RECORDS IN ALL 3 STATES

SURVEY/POLLING

AR + AL + MS RECORDS



**WHAT WILL
WORK IN
YOUR STATES?**

▶ **Tapping into Christian values is the top-testing message towards expanding rights. It is the strongest message across the board.** *This message does particularly well among voters who are reluctant to support rights.*

TEST MESSAGES

TOP TIER: SUPPORTERS' STATEMENTS

% Very Convincing

	Jackson MM	Whites	African Americans	People who move towards supporting greater rights	Strongest rights supporters	Least likely to support rights
Our faith teaches us that <u>we are all God's children</u> . It is only for God to judge, not us. We need to treat everyone with respect.	63	56	74	63	79	56
All people – including those who are gay, lesbian, and transgender – should be treated fairly and equally by the laws of Mississippi, and should have the opportunity to earn a living to provide for themselves and their families. Nobody should have to live in fear of being legally fired because of who they are.	59	56	66	60	78	45
Gays and lesbians in Mississippi pay taxes, vote, serve in the military and run small businesses. They work hard and pay into the same system as everyone else, and they should have the same rights and protections that all people have.	54	43	65	55	77	41
In Mississippi, everyone has the freedom to go where they want to go, and live their lives in accordance with their own faith and values. Freedom means freedom for everyone, and that includes gays and lesbians.	49	43	57	50	61	41

DEVELOPED SPECIFIC COMMUNICATION STRATEGY

We are Alabama

61% of LGBT people who live in Alabama have called it home for more than 20 years.



A quarter experience employment discrimination.

50% of LGBT people experience harassment at school or on the street.



Alabama has one of the highest percentages of LGBT people raising children of any state in the nation.

LGBT Alabamians deserve the same rights and opportunities. Share now if you agree.

Join us at www.hrc.org/Alabama
#HRCAlabama



We are Mississippi

Mississippi has the highest percentage of LGBT people raising children of any state in the nation



More than one in five experience harassment monthly or more at their respective houses of worship.

50% More than half of LGBT Mississippians are in committed relationships.



A third of LGBT students in rural areas experience harassment in school on a weekly basis.

54% Experience harassment in rural Mississippi than in urban settings.

LGBT Mississippians deserve equal rights and opportunities. Share now if you agree. Join us at

www.hrc.org/ProjectOneAmerica
#HRCMississippi



We are Arkansas



One-third of LGBT people in Arkansas are people of faith.



More than half of LGBT Arkansans are in committed relationships.

18% Experience harassment monthly or more at their respective houses of worship.



Almost half experience harassment at school.
Half experience harassment on the street.

37% Experience harassment at work.

LGBT Arkansans deserve equal rights and opportunities. Share now if you agree. Join us at

www.hrc.org/ProjectOneAmerica
#HRCArkansas



ALL GOD'S CHILDREN VIDEOS



Transgender Woman
Featured in New Television
Ad from HRC's 'All God's
Children' Campaign

December 03, 2014



Gay Iraq Army War Veteran
Joins All God's Children
Campaign

November 24, 2014



HRC Launches First-Ever
LGBT Public Education
Campaign in Deep South

November 08, 2014



Representative Alyce
Clarke Joins HRC's "All
God's Children" Campaign

November 17, 2014



2015 Annual Membership Assembly



#EngagedGiving



@AmerCharities